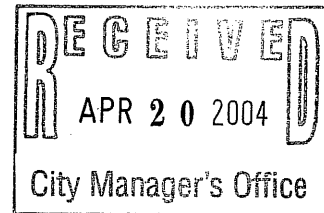
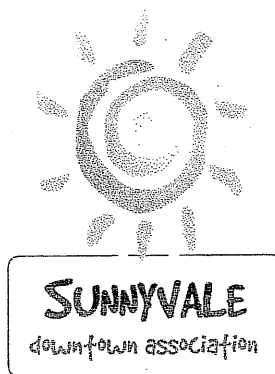


Mayor John Howe
City of Sunnyvale
Office of the Mayor
P.O. Box 3707
Sunnyvale, Ca. 94088-3707



April 19, 2004

Mr. Mayor,

This letter is to serve as a formal request from The Downtown Association for an "in-kind" donation/sponsorship from the City of Sunnyvale for the 2004, Fifth Annual Sunnyvale Summer Series "Music and Market." As per our discussion at our weekly Downtown Association meeting, we are requesting aid from the city to help defer costs for Public Works and/or Public Safety. These expenses total approximately \$1,000 per week. The \$9,000 total amount would ensure a balanced budget.

For clarity, these expenses pay for the following items:

Public Works

- ☞ Post signage prior to street closure
- ☞ Ensure street is clear from cars
- ☞ Close street
- ☞ Re-open street
- ☞ Additional street cleaning

Public Safety

- ☞ Promote a safe environment
- ☞ Handle crowd issues if necessary
- ☞ Promote positive image

John, this community event continues to provide spirit to the city and promotes our bright future for all to enjoy Sunnyvale's summer evenings. We continue to work on finding additional sponsors to add to the funds which allow the Downtown Association to facilitate this event, year after year. With the thousands of Sunnyvale residents that attend each evening, and the hundreds of volunteer hours spent making this happen, we sincerely hope the City of Sunnyvale we will be promoted as a key sponsor for this worthwhile community event.

Sincerely,

Joe Amazzi, Chairman
Sunnyvale Downtown Association

cc: City Manager
Director Public Works
Director of Public Safety
CEO Chamber of Commerce
Chairman BOD Chamber of Commerce